

BIBLIOGRAPHY

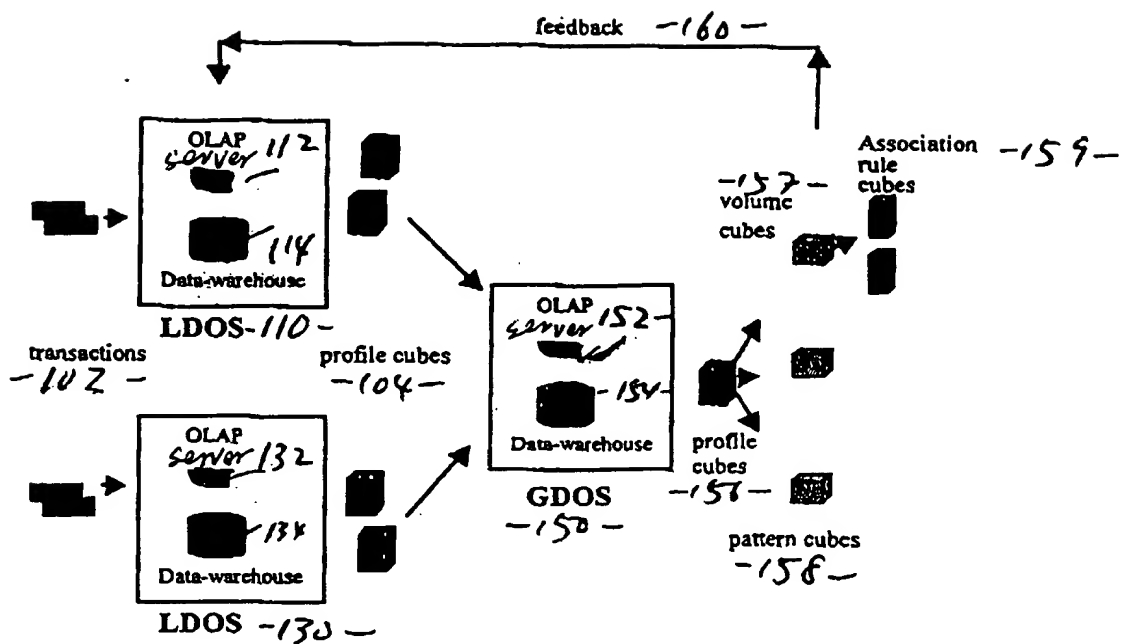


FIG. 1

110

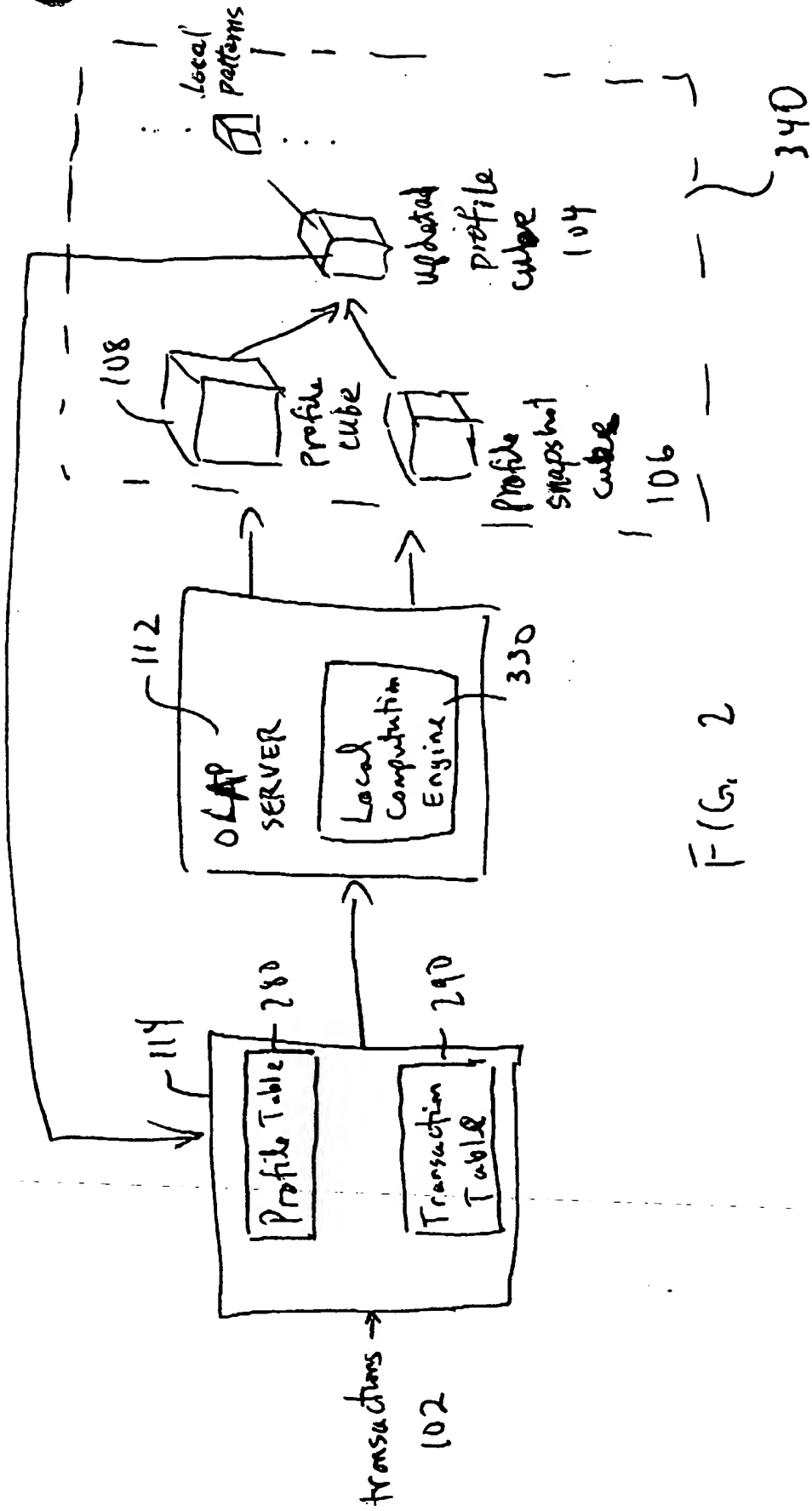


FIG. 2

OLAP SERVER 112

OLAP TOOLS 320

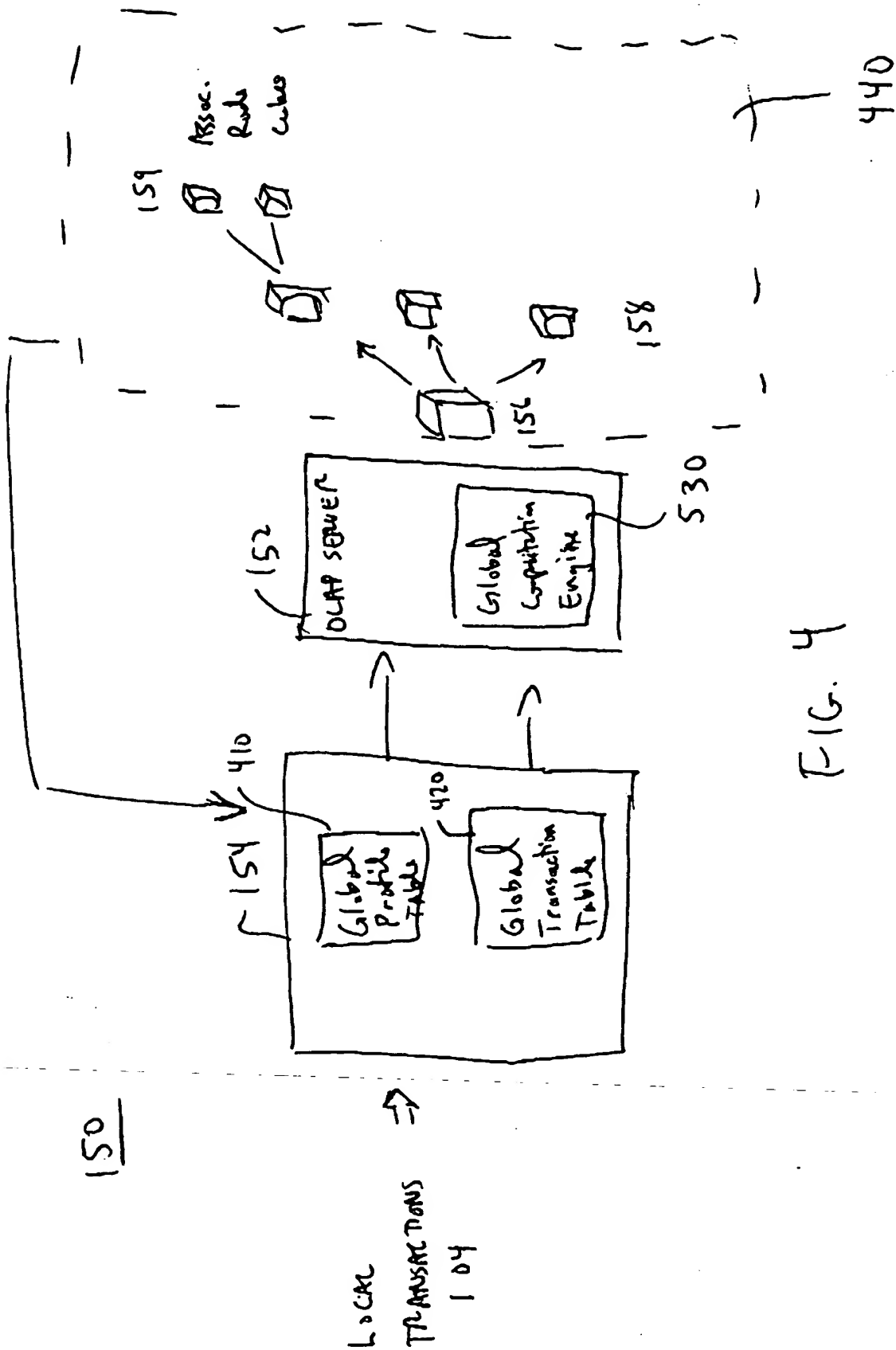
**OLAP-BASED LOCAL COMPUTATION ENGINE
330**

**LOCAL CUSTOMER PROFILE BUILDER AND
UPDATE MODULE 340**

**LOCAL CUSTOMER BEHAVIOR PATTERN
GENERATION MODULE 350**

**FEEDBACK AND ASSOCIATION RULE
UTILIZATION MODULE 360**

FIG. 3



OLAP SERVER 152

OLAP TOOLS 520

**OLAP-BASED GLOBAL COMPUTATION ENGINE
530**

**GLOBAL CUSTOMER PROFILE BUILDER AND
UPDATE MODULE 540**

**GLOBAL CUSTOMER BEHAVIOR PATTERN
GENERATION MODULE 550**

**SCOPED ASSOCIATION RULE GENERATION
MODULE 560**

**ASSOCIATION RULE WITH CONJOINT ITEMS
GENERATION MODULE 570**

**FUNCTIONAL ASSOCIATION RULE
GENERATION MODULE 580**

FIG. 5

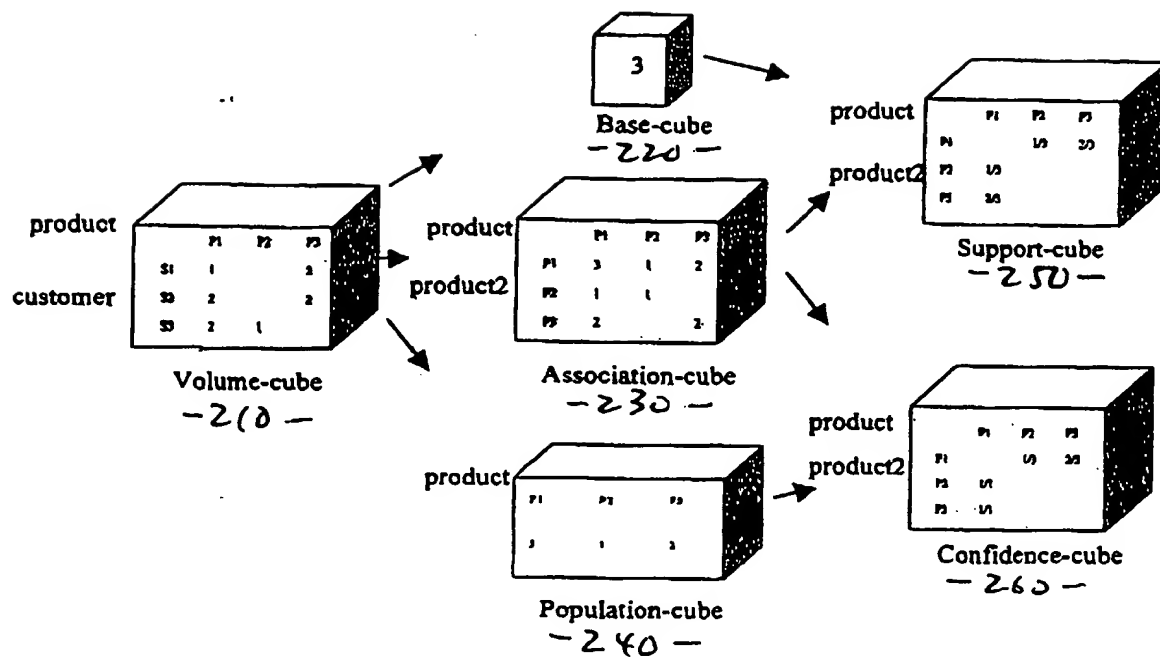


FIG. 6

